

September
National Alcohol
& Drug Addiction
Recovery Month 2009

C E L E B R A T I N G
2 0 Y E A R S

JOIN THE
VOICES FOR

RECOVERY

WHAT: 20th Annual *National Alcohol and Drug Addiction Recovery Month (Recovery Month)*

Recovery Month will expand its reach in 2009 by educating more people about addiction, treatment, and recovery through community and online channels. Through its theme, *“Join the Voices for Recovery: Together We Learn, Together We Heal,” Recovery Month* will:

- Celebrate people in recovery, those close to them, and the treatment providers that help them
- Emphasize the need to use all resources available on the Internet and in communities to better help those affected by addiction and educate people about the disease
- Educate public and community leaders about the realities of addiction, the benefits of treatment, and the possibility of recovery through community- and Web-based media

WHEN: September 2009

WHERE: Local communities throughout the country and on the Web at www.recoverymonth.gov.

HOW: Celebrate *Recovery Month* by hosting an event in your community or online. Visit www.recoverymonth.gov or call 1-800-662-HELP to receive more information and order a planning toolkit and other useful materials.

TOGETHER WE **LEARN**
TOGETHER WE **HEAL**



U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
Substance Abuse and Mental Health Services Administration
Center for Substance Abuse Treatment
www.samhsa.gov

The ***Recovery Month*** planning toolkit, available both in hard copy and online, provides:

- Abbreviated printed materials and detailed versions to download at ***www.recoverymonth.gov***
- Media outreach tips and tools available exclusively online that offer guidance for garnering media coverage and feature adaptable templates
- Examples of how people can engage and educate their communities through ***Recovery Month*** events
- Audience-specific materials that illustrate how addiction, treatment, and recovery influence various groups
- Listings of online tools and useful resources

2008 *Recovery Month* observance successes:

- Presidential proclamation issued
- 163 gubernatorial, mayoral, Native American Nation, and organizational proclamations issued
- 853 local events held throughout the country
- More than 91 million viewers and 144 million listeners reached via television and radio public service announcements, respectively
- Nearly 27,000 average monthly calls to the Substance Abuse and Mental Health Services Administration (SAMHSA) National Helpline and more than 16 million hits logged on ***www.recoverymonth.gov*** between January and December 2008
- 437 cable channels, available to an estimated 21.4 million households, and 600,000 listeners on 24 Native American stations, aired the ***Road to Recovery*** television series, representing an estimated \$12.4 million in earned media value

Celebrate *Recovery Month* – support your community by linking to the *Recovery Month* Web site, ordering a planning toolkit, and embracing the theme: “*Join the Voices for Recovery: Together We Learn, Together We Heal.*”

For more information, contact:

SAMHSA’s Center for Substance Abuse Treatment

240-276-2750

www.csat.samhsa.gov

www.recoverymonth.gov (official ***Recovery Month*** Web site)

SAMHSA’s Health Information Network (SHIN)

877-SAMHSA-7 (Toll-Free)

800-487-1889 (TDD) (Toll-Free)

www.samhsa.gov/SHIN

SAMHSA’s National Helpline

For 24-hour alcohol and drug information or treatment referral, call:

800-662-HELP (Toll-Free) (English and Spanish)

800-487-4889 (TDD) (Toll-Free)

www.samhsa.gov/treatment

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